AUSTRALIAN CRUISE ASSOCIATION

ANNUAL REPORT 2025–26



Fremantle, Western Australia

The Australian Cruise Association is the peak cruise industry association for Australia and the South Pacific, dedicated to marketing the region as one of the world's leading cruise destinations, and advancing cruise as a sustainable and vital pillar of Australia's visitor economy.



Kimberley Region, Western Australia



Sydney Harbour

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Message from the Chair

Dear Members

It is with great pride that I present the Chairman's Report for the 2025–26 financial year.

The past year has reinforced both the strength of the global cruise industry and the increasingly competitive environment in which Australia operates. Demand for cruising remains strong, the global orderbook continues to grow, and new and returning markets are competing for deployment. At the same time, rising operating costs, geopolitical pressures, regulatory settings and currency movements continue to influence where cruise lines choose to deploy their ships.

Against this backdrop, the Australian Cruise Association has remained firmly focused on ensuring Australia is well positioned to compete for its share of future cruise growth.

A significant milestone this year was the release of ACA's Strategic Action Plan, providing a clear framework for the Association's priorities and a strong platform from which to advocate for the settings Australia needs to remain an attractive and competitive cruise destination.

That advocacy has been a major focus throughout the year. ACA has continued to engage closely with the Australian Government on the Coastal Trading Act and other regulatory issues affecting cruise operations, while strengthening the case for a coordinated National Cruise Tourism Strategy. As global competition for ships intensifies, greater alignment between government, industry, ports and destinations will be increasingly important.

Our collaboration with Tourism Australia, CLIA, State and Territory Governments and industry partners has also continued to strengthen. This collective approach is critical to ensuring the cruise sector speaks with a clear and unified voice and that the significant contribution cruise makes to Australia's visitor economy is understood.

Importantly, ACA enters its next phase from a position of strength. Record membership, strong member engagement and a sound financial base provide the Association with the capacity to pursue its strategic priorities and continue increasing its influence on behalf of the industry.

I would like to sincerely thank our members for their continued support and engagement. ACA's strength comes from the breadth of its membership and the willingness of ports, destinations, tourism organisations, operators and service providers to work collectively for the benefit of our industry.



Message from the Chair

I also acknowledge our CEO, Jill Abel, and Membership and Events Coordinator, Gemma Axford, for their leadership, commitment and tireless work on behalf of the Association. I thank my fellow Board members for their strategic guidance and contribution throughout the year, ensuring ACA remains financially responsible, member-focused and well positioned for the future.

While there are challenges ahead, there is also significant opportunity. More than 80 new ships are expected to enter the global cruise fleet over the coming decade, bringing new capacity, new markets and new opportunities.

Australia has an outstanding cruise proposition. Our challenge now is to ensure we have the policy, infrastructure, regulatory settings and destination experiences required to convert that strength into future deployment.

On behalf of the Board, thank you for your continued support throughout 2025–26. We look forward to working with you to ensure Australia remains competitive, connected and ready to capture the next phase of sustainable cruise growth.

Yours sincerely



Mr Brendan Connell
Chair
30 June 2026



Charter

Australian Cruise Association (ACA) is the co-operative marketing brand for cruise destinations and service providers to the cruise industry in Australia and the South Pacific.

The Australian Cruise Association is a non-profit incorporated association formed in 1998.

The Australian Cruise Association is a membership organisation comprising Australian ports, tourism agencies, cruise lines, shipping agents, inbound tour operators and companies associated with the cruise shipping industry in Australia and the South Pacific.

VISION	Advance cruise as a sustainable and vital pillar of Australia's economy.
MISSION	Realise the region's potential as one of the world's leading cruise destinations.
OBJECTIVE	Influence cruise and charter operators to develop itineraries to increase cruise visits in Australia.
OUR LEVERS	MARKETING · ADVOCACY · PARTNERSHIPS



CEO's Report

The 2025–26 financial year has been a year of delivery and growth for the Australian Cruise Association, with strong results across membership, events, industry engagement and advocacy providing an excellent foundation for our next phase of work.

One of the highlights was our 27th Annual Conference, held in Fremantle in September 2025. The conference achieved another record year of delegate registrations and participation, building on the previous record set in Adelaide. We also welcomed one of our strongest line-ups of cruise line executives, providing members with direct access to the people influencing deployment, itinerary planning and shoreside delivery.

Our membership also grew to record levels, further broadening ACA's national representation across ports, destinations, tourism organisations, operators and industry suppliers. This growth, together with a strong and disciplined financial position, means ACA is well placed to invest in the priorities identified through our Strategic Action Plan.

Following the Plan's launch, our attention has moved quickly to implementation. Focused industry working groups have been established, work towards a coordinated National Cruise Tourism Strategy has progressed, and we have continued our advocacy on the Coastal Trading Act, border facilitation and other regulatory and operational priorities.

Member engagement and destination development remained central to our activity. Throughout the year we delivered workshops, familiarisation programs and industry forums, connecting destinations and tourism operators directly with cruise lines and ground handlers and supporting the continued development of cruise-ready products and experiences.

Internationally, ACA again maintained a strong presence at Seatrade Cruise Global, creating opportunities for members to engage directly with senior cruise line executives and promoting Australian destinations and industry capability. Our collaboration with Tourism Australia and CLIA has continued to strengthen this international positioning.



CEO's Report

Key Achievements in 2025–26

- Delivered a record-breaking 27th ACA Annual Conference in Fremantle.
- Grew ACA membership to record levels.
- Maintained a strong financial position, providing capacity to invest in strategic priorities.
- Completed and launched the ACA Strategic Action Plan and commenced implementation.
- Progressed work towards a coordinated National Cruise Tourism Strategy and established focused industry working groups.
- Continued advocacy on the Coastal Trading Act, border facilitation and other operational priorities.
- Maintained strong media messaging and industry voice across a range of platforms.
- Delivered destination workshops, familiarisation programs and industry engagement opportunities across Australia.
- Maintained strong international representation through Seatrade Cruise Global and collaboration with Tourism Australia and CLIA.

As we move into 2026-27, our focus is firmly on delivery. We have a clear Strategic Action Plan, a strong financial base, record membership and an engaged national network.

Our task now is to use that strength to achieve tangible outcomes for our members and the wider industry - progressing our advocacy priorities, strengthening destination capability, supporting infrastructure planning and ensuring Australia is well positioned to capture future cruise growth.

I would like to thank Brendan and the ACA Board of Management for their continued support and strategic guidance, and Gemma Axford for her enormous contribution to our members and the delivery of ACA's activities throughout the year.

Most importantly, I thank our members. Your engagement, expertise and willingness to work collectively are what enable ACA to deliver. I look forward to building on the progress we have made as we turn our strategic priorities into action during 2026-27.

Yours sincerely



Jill Abel
Chief Executive Officer
30 June 2026


Brisbane International Cruise Terminal

Cruise Shipping Overview

The global cruise industry continues to demonstrate strong underlying demand, with 37.2 million passengers cruising worldwide in 2025 and consumer sentiment remaining highly positive. Nearly 90 per cent of cruisers surveyed say they intend to cruise again, while the sector continues to attract a broader and increasingly diverse passenger base. New-to-cruise guests remain an important source of growth, including a significant proportion of younger travellers, while the luxury and expedition sectors continue to expand.

This demand is being supported by continued investment in the global fleet. A substantial orderbook extends well into the next decade, providing additional capacity and creating new opportunities for destinations around the world. Importantly, the future fleet is not simply characterised by increasingly large vessels. The global fleet remains relatively balanced across ship sizes, with small and expedition ships, mid-size vessels and larger ships each representing a significant share of the market. This diversity creates opportunities for destinations and ports of different sizes and capabilities.

At the same time, the operating environment has become increasingly complex. Geopolitical instability, particularly ongoing conflict in the Middle East, has disrupted established itineraries and air access to key cruise hubs, while fuel prices, currency movements and broader economic conditions continue to influence deployment decisions. Cruise lines are responding with greater flexibility across their fleets, balancing strong consumer demand and forward bookings against operating costs, regional risk and the relative competitiveness of destinations.

Sustainability and the transition to lower-emissions cruising also continue to shape investment and deployment. Cruise lines are introducing increasingly efficient ships, expanding shore power capability and investing in multi-fuel engines and other technologies that provide greater flexibility as new fuels become commercially available. This transition will require close collaboration between cruise lines, ports, governments and energy providers to ensure future fuels and supporting infrastructure can be delivered safely, reliably and at a competitive cost.

Against this global backdrop, Australia remains a highly regarded cruise destination. Our natural and cultural assets, diverse ports and destinations, strong domestic cruise market and consistently high-quality visitor experiences provide a solid foundation. Australia also has an important role to play during the Northern Hemisphere winter, when growing global fleets require compelling destinations and itineraries outside their traditional peak seasons.

However, strong global growth does not automatically translate into growth for Australia. Deployment decisions are increasingly dynamic and competition between regions is intensifying, particularly as cruise capacity expands in the United States and Asian markets. Australia must therefore continue to demonstrate that it is not only a desirable destination, but also a competitive, reliable and efficient place in which to operate.


Taronga Zoo

New South Wales Report

New South Wales reaffirmed its position as Australia's leading cruise destination during the 2025–26 season, driven by strong performance in Sydney and continued growth across regional ports.

Sydney delivered a robust season, with 40 vessels making more than 200 visits across its berths and anchorages, cementing its role as the nation's primary cruise gateway. Seven maiden calls were recorded, including the naming ceremony of Douglas Mawson. Carnival Splendor and Carnival Adventure were among the most frequent visitors, contributing to sustained passenger and crew activity and supporting the broader visitor economy.

Sydney was also recognised as Best Australian Cruise Port for the fourth consecutive year in the Cruise Passenger Readers' Choice Awards 2025, reinforcing its global reputation.

Regional NSW ports continued to build momentum. Eden hosted 28 cruise ship calls, including three maiden visits, and welcomed approximately 52,440 passengers and 25,066 crew. This activity continues to underpin the local visitor economy, supporting tourism operators, hospitality providers and small businesses across the Sapphire Coast.

The season also marked 20 years of cruise tourism in Eden. Since its first visit, the port has welcomed more than 195 ships and over 400,000 passengers and crew – highlighting the long-term contribution of cruise to regional jobs, expenditure and economic resilience.

Newcastle further strengthened its position as an emerging regional cruise port, hosting six ship calls, including three maiden visits. Across the season, the port welcomed approximately 8,396 passengers and 4,225 crew, supporting local businesses and providing increased opportunities for visitor engagement.

During the 2025–26 cruise season, approximately 180 volunteer NSW Cruise Ambassadors contributed close to 2,000 hours welcoming more than 785,000 passengers to Sydney, Newcastle and Eden.

Delivered in partnership with local councils and tourism organisations, the program plays an important role in enhancing the visitor experience – providing on-ground support, local insight and a strong first impression of NSW destinations.


Katoomba, Blue Mountains

New South Wales Report

The NSW Visitor Economy Strategy 2035 sets a clear pathway for sustainable growth, with targets to reach $91 billion in annual visitor expenditure and support an additional 150,000 jobs by 2035.

Cruise has been identified as a key contributor under the experience pillar, reflecting its role in driving regional dispersal, supporting local businesses and expanding the state's tourism offering. Continued growth in regional cruise itineraries is expected to broaden economic benefits while enhancing the diversity of visitor experiences across NSW.

Destination NSW continues to work closely with industry partners to strengthen the state's cruise offering and support market development. Through its NSW First program, Destination NSW is focused on supporting visitor economy businesses to develop high-quality shore experiences and maximise the opportunity presented by cruise visitation.

In 2025–26, this included a targeted webinar, *Creating unforgettable cruise shore experiences*, designed to support businesses to create, enhance and market authentic shore experiences, and to better capture pre- and post-cruise visitation. The webinar is available on demand via the Destination NSW corporate website.

Destination NSW also enhanced its suite of cruise tourism resources. These include:

- Cruise Sydney and NSW – an overview of the cruise sector
- Cruise 101 – fundamentals including seasonality, passenger demographics and terminology
- Value of cruise tourism – insights into economic contribution and destination benefits
- Quick tips for creating cruise shore experiences – practical guidance for businesses seeking to maximise cruise opportunities

This capability-building work was complemented by ongoing industry engagement through key forums including the ACA Conference and AGM, Cruise360 Australasia and Seatrade Cruise Global, alongside international promotion of NSW ports and experiences.

A targeted famil program in Sydney and Newcastle further showcased the strength and diversity of NSW's cruise product to key ground handlers, highlighting a mix of established and emerging experiences across culture, food, and nature-based tourism.

NSW is well positioned to build on this momentum, with a continued focus on expanding regional cruise opportunities and enhancing the quality and diversity of shore experiences. Strong alignment between government, ports and industry will be key to unlocking further growth and ensuring cruise continues to deliver benefits across metropolitan and regional NSW.

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Twelve Apostles, Great Ocean Road

Victoria Report

The 2025–26 cruise season in Victoria recorded a modest decline in activity, reflecting broader trends across the Australian cruise sector. A total of 81 cruise ship visits were made to Victorian ports, a reduction from the previous season due to fewer vessels operating in Australian waters.

Melbourne continued to serve as the state's primary cruise hub, welcoming 75 ship arrivals between October 2025 and May 2026. These comprised 19 turnaround calls and 56 transit calls.

The season commenced with the arrival of Silver Nova in October and concluded with a late-season visit from Crown Princess in May.

Melbourne's major events remain a strong drawcard for cruise passengers. Two Carnival Australia vessels — Carnival Adventure and Carnival Splendor — operated Melbourne Cup Carnival cruises from Sydney, while the Australian Open Tennis provided additional opportunities for passengers to experience world-class sporting events.

Silversea homeported Silver Nova and Silver Moon in Melbourne for a combined five cruises—the first time the cruise line has based ships in the city. Notably, both vessels conducted turnarounds in Melbourne on the same day. Ports Victoria continues to prioritise increased homeporting in future seasons and is working proactively with cruise lines to support this growth.



Station Pier, Melbourne



Red Hill South, Mornington Peninsula

Victoria Report

Victoria's regional ports also contributed to the state's cruise offering with Phillip Island and Portland each welcoming three ship visits. These ports provided valuable shore-excursion opportunities and showcased regional tourism experiences to international visitors.

Visit Victoria delivered the 2025 Victorian Cruise Industry Workshops and Familiarisation Program, engaging cruise lines, ground handlers, and the Australian Cruise Association across a three-day program. A total of 80 Victorian businesses participated in workshops held in Melbourne, Geelong, and Phillip Island.

In April 2026, Visit Victoria and Ports Victoria represented the state at Seatrade Cruise Global in Miami, participating under the Australian Cruise Association banner. Engagements with key cruise lines focused on strengthening partnerships and promoting Victoria as a premier cruise destination.

Victoria's Cruise Ship Strategy 2026–2036 is nearing completion. The Strategy will outline the direction for sustainable growth, product development, and marketing of the cruise sector over the next decade.



Port Phillip Bay, Melbourne


Port Arthur, Southern Tasmania

Tasmania Report

Cruise continues to be an important contributor to Tasmania's visitor economy, dispersing visitors and visitor expenditure into regional areas.

The 2025–26 season opened on 21 October 2025 with Disney Wonder in Hobart and closed on 26 April with Carnival Splendor at Port Arthur. In total, 97 port calls brought 164,000 passengers and 77,000 crew to Tasmanian ports, including 64 calls in Hobart, 19 in Burnie and 11 at Port Arthur, along with several visits to regional ports.

Season highlights included nine maiden calls, among them Antarctic departures of new polar expedition ships Douglas Mawson and Le Commandant Charcot, reinforcing Hobart's ambitions as an Antarctic expedition gateway. Other maiden calls included Silver Moon, MV Riviera, Azamara Onward, MV Amera, Anthem of the Seas and Odyssey of the Seas.

Highlights also included a goodwill soccer match between Princess Cruises crew and a local Hobart team, and a sustainability tour of Anthem of the Seas that gave stakeholders an in-depth look at the Royal Caribbean ship's navigation, waste, water, energy and emissions systems while in port.


Sullivans Cove, Hobart


Mount Wellington, Hobart

In July 2026, Tourism Tasmania released a new four-year Cruise Action Plan, setting out its approach to the cruise market in line with the goals of the 2030 Visitor Economy Strategy and the direction set by the Tasmanian Access Strategy.

The plan focuses on:

- Growing value over volume, attracting mid- to large ships and the luxury segment, which research shows delivers the greatest economic benefit through onshore spend and time in port
- Supporting regional dispersal, with new opportunities being explored in Burnie, Beauty Point and Port Arthur
- Making a positive environmental contribution, including progress towards shore power and promoting sustainability practices in port
- Being valued by Tasmanians, through careful visitation management and ongoing community sentiment monitoring
- Delivering a genuinely Tasmanian experience, with richer shore tours, local produce and stronger step-on guiding

During the year Tourism Tasmania:

- Hosted a Cruise Exchange and Famil in Hobart and the south (August 2025) and in Burnie and the North West (May 2026), facilitating more than 120 product visits and B2B meetings between Tasmanian experience operators, cruise lines and shore experience operators.
- Participated in Seatrade Cruise Global in Miami (April 2026) and met with cruise lines and shore operators at ATE in Adelaide (May 2026)
- Hosted familiarisations for Silversea Cruises, Viking Cruises, Coral Expeditions and Intercruises.
- Supported the Tourism Industry Council of Tasmania and the Tasmanian Tourism Academy to deliver short step-on guide training in Hobart and Burnie.
- Took part in pre- and post-season industry briefings with TasPorts, Tasmanian Regional Tourism Organisations, and Burnie and Hobart City Councils.
- Made a submission to the Coastal Trading Act Review and attended ACA and TTF networking functions and meetings.
- Won the bid to host the 2027 ACA Conference in Hobart.
- Tourism Tasmania publishes a suite of industry resources to support the cruise sector, including a How to Work with Cruise Guide, alcohol guidelines, Cruise Tasmania destination brochures for deployment teams, and a Shore Excursion Experience Guide featuring more than 100 cruise-ready experiences for shore excursion operators in Hobart, Port Arthur and Burnie.



D'Estrees Bay, Kangaroo Island

South Australia Report

South Australia welcomed more than 64,000 passengers and 33,000 crew during the 2025–26 cruise season, with 49 completed cruise and expedition ship visits across the state. The season included visits from 17 cruise lines, with Adelaide remaining the state's primary cruise gateway, recording 28 completed visits. Regional destinations also played an important role, with 17 completed visits to Kangaroo Island, three to Port Lincoln and one to Robe.

A major highlight was the successful return of cruise visitation to Robe, which welcomed its first cruise ship visit in many years. This marked an important milestone for regional cruise development in South Australia and demonstrated the potential for carefully managed cruise visitation in emerging destinations. Kangaroo Island and Port Lincoln also continued to showcase the state's premium nature, wildlife, seafood, coastal and regional experiences to cruise passengers and crew.

Strong coordination between the South Australian Tourism Commission (SATC), Flinders Ports, shipping agents, cruise lines, local government, regional tourism organisations and shore excursion partners supported the delivery of a successful season across the state.



Port Lincoln, South Australia



Clare Valley, South Australia

South Australia Report

The South Australia Cruise Ship Welcome Program again provided a warm and professional arrival experience across all ports and anchorages. Volunteers, councils, visitor servicing teams and local businesses supported passenger information, wayfinding, local activations and community engagement on cruise days, helping connect passengers and crew with South Australian products, experiences and destinations.

Strategic planning also progressed during the year, including development of the SATC's Cruise Ship Action Plan 2035. The plan will guide future priorities across sustainable cruise growth, regional dispersal, destination readiness, infrastructure needs and industry partnerships. Planning for the Port Adelaide Cruise Terminal precinct also continued, with a focus on improving the arrival experience, accessibility, transport movements and future investment opportunities.

Looking ahead, South Australia will continue working with the Australian Cruise Association, Cruise Lines International Association, cruise lines, ground handlers and trade partners to attract high-yield cruise visitation, strengthen regional dispersal and support sustainable growth. The state's focus remains on building cruise-ready products and showcasing South Australia's competitive strengths in food and wine, nature and wildlife, festivals and events, culture, marine encounters and premium regional destinations.

Coffin Bay, Eyre Peninsula




Montgomery Reef, Kimberley Region

Western Australia Report

Western Australia has ten established cruise destinations: Albany, Bunbury, Broome, Busselton, Dampier, Esperance, Exmouth, Fremantle, Geraldton and Wyndham. Cruise tourism in 2025–26 generated an economic impact of $368.3 million in Western Australia and supported 1,118 full-time equivalent jobs, based on 298 cruise ship visits.

Fremantle remained the State's primary cruise port, contributing $267.1 million in output and 829 FTE jobs. Broome ($71.3 million, 203 FTE jobs) and Albany ($6.5 million, 20 FTE jobs) also made significant contributions, alongside emerging and regional destinations including Exmouth, Busselton, Geraldton, Wyndham and the Kimberley region.

The Western Australian Cruise Tourism Strategic Plan 2023–2033 provides a coordinated framework guiding sustainable growth of the State's cruise sector. The plan focuses on strengthening destination capability, supporting industry readiness, and building long-term partnerships across cruise lines, ports and tourism operators.

In September 2025, Fremantle hosted the 27th Australian Cruise Association Conference, following a successful bid led by Tourism WA in partnership with the City of Fremantle and Business Events Perth. The conference brought together approximately 166 national and international cruise industry leaders and provided a platform to showcase Western Australia's cruise capability, infrastructure investment and future growth pipeline.

A key outcome of the conference was the announcement that Fremantle will home-port Sapphire Princess in the 2027–28 summer season. The vessel will carry up to 3,200 guests and operate nine round-trip itineraries from Fremantle, visiting multiple WA ports.

The deployment is expected to generate approximately $142 million in economic impact and support more than 1,000 jobs, reinforcing Fremantle's role as a key cruise gateway and demonstrating strong industry confidence in Western Australia as a home-port destination.


Kalbarri National Park, Kalbarri

Western Australia Report

Western Australia continues to invest in cruise infrastructure to support long-term sector growth and expanded itinerary development.

Kimberley Ports Authority is progressing plans to establish Broome as a First Point of Entry (FPOE), which would enable international cruise arrivals directly into Broome and support expanded expedition and international itineraries along Australia's west coast.

A significant milestone in Broome's cruise capability is the Kimberley Marine Support Base (KMSB), a $220 million private sector investment. Officially opened in September 2025, the facility features a floating wharf platform connected by a fixed causeway, enabling cruise vessels to berth in all tidal conditions. This capability allows for extended port stays and increased shore excursion opportunities, directly enhancing regional visitor yield.

Operational outcomes have demonstrated strong performance. Crown Princess (290m) undertook extended port calls in November 2025 and April 2026, with the floating dock enabling increased time ashore for guests and expanded touring opportunities. The April 2026 call also marked Broome's first overnight cruise stay facilitated by the KMSB facility, significantly increasing regional economic impact. The Geraldton Port Maximisation Project continues to progress, with Berth 1 upgrades scheduled for completion in 2027. Dampier Port improvements continue to support larger cruise vessel access, while upgraded moorings at the Abrolhos Islands are enhancing expedition cruise access and operator capability.

Shore-based capability development continues across Western Australia through targeted engagement, training and cruise preparedness initiatives delivered in partnership with regional ports and tourism operators. These programs support local businesses, volunteers, guides and tourism providers to enhance the visitor experience.

Partnerships with local governments and Aboriginal organisations continue to strengthen cultural welcome experiences for cruise visitors. Activations at Walyalup Koort in Fremantle provide authentic cultural engagement opportunities, enhancing the visitor experience while supporting local Aboriginal performers and storytelling.

Western Australia's global tourism brand Walking On A Dream continues to underpin cruise marketing activity, positioning the State as a premium destination defined by nature, culture and adventure. The brand supports long-term growth by showcasing WA's diverse destinations and reinforcing its appeal as a sustainable and high-value cruise region in the Asia-Pacific.



Uluru-Kata Tjuta National Park, Yulara

Northern Territory Report

Cruise tourism continued to deliver strong economic and visitor outcomes for the Northern Territory during 2025–26, supporting local businesses, creating visitor expenditure opportunities, and showcasing the Territory to domestic and international audiences.

The sector recorded a successful season, with 112 cruise ship visits to Darwin Port, comprising 23 large cruise vessel visits and 89 expedition cruise visits. Collectively, these visits represented a passenger and crew capacity of more than 102,000 people, reinforcing the importance of cruise tourism as a key contributor to the Territory's visitor economy. These outcomes were further strengthened by visitation to regional anchorages across the Northern Territory, extending economic benefits to regional and remote communities.

Cruise tourism continues to drive visitation outside traditional peak tourism periods. Large vessels visiting Darwin throughout the shoulder and wet seasons helped sustain tourism activity and support local businesses during periods of lower demand. The growth of expedition cruises also expanded access to regional and remote destinations during the high season, delivering high-value visitation and increasing opportunities for local businesses and communities along the Territory coastline.



Darwin, Northern Territory


Casuarina Coastal Reserve, Darwin

Northern Territory Report

The release of the Northern Territory Visitor Economy Strategy 2032 early in 2026 provided a clear strategic framework for future cruise growth. The strategy recognises the Northern Territory's unique position as Australia's gateway to Asia and identifies collaboration with cruise, rail and touring operators as a priority to strengthen visitor experiences and expand itinerary opportunities.

Throughout 2025–26, Tourism and Events NT continued to strengthen industry collaboration and capability through facilitation of the Cruise Working Group and the delivery of sector development initiatives. This included incorporating cruise tourism opportunities into the Destination NT 2025 program, supporting industry operators to better understand and leverage the growing cruise market. The reporting period also saw continued investment in enhancing the visitor experience through the development of new tourism products and cultural attractions. These initiatives will strengthen the Territory's appeal to cruise passengers by providing richer opportunities to engage with local heritage, culture and stories.

Together, these achievements position the Northern Territory to continue growing its cruise sector, increasing visitor dispersal, and maximising the economic and social benefits generated by cruise tourism across the Territory.


Uluru-Kata Tjuta National Park, Yulara



Hardy Lagoon, Great Barrier Reef

Queensland Report

Queensland welcomed cruise ships to 42 ports and anchorages across the state during the 2025–26 cruise season, reinforcing its position as one of Australia's leading cruise destinations. Major gateways including Brisbane, Cairns, Townsville and the Whitsundays continued to perform strongly, while regional destinations such as Moreton Island, Thursday Island, Cooktown and Port Douglas benefited from growing demand for authentic nature-based and cultural experiences.

Homeporting operations through the Brisbane International Cruise Terminal remained a key driver of growth, supporting year-round cruising opportunities and improved connectivity to domestic and international markets. Queensland's diverse cruise offering, spanning the Great Barrier Reef, the Outback, tropical islands, coastal cities and Aboriginal and Torres Strait Islander cultural experiences, continued to attract domestic and international travellers.

Tourism and Events Queensland continued to work closely with ports, regional tourism organisations, cruise lines and industry stakeholders to strengthen destination readiness and grow the value of cruise tourism across regional Queensland. In partnership with the Regional Tourism Organisations, TEQ participated in cruise workshops in Townsville, Cairns, Gladstone and at the Barramundi Centre in Karumba. The workshops brought together tourism operators, local government representatives, port stakeholders and industry partners to build awareness of cruise tourism opportunities and strengthen destination preparedness. They also supported knowledge sharing, product development and regional collaboration, helping communities maximise the economic and social benefits of cruise visitation.



Brisbane International Cruise Terminal



Magnetic Island, Queensland

Queensland Report

Tourism and Events Queensland attended the ACA Conference and AGM in Fremantle in September 2025. In April 2026, TEQ participated in Seatrade Cruise Global alongside Ports North, engaging directly with cruise line executives, itinerary planners and industry stakeholders to promote Queensland's ports, destinations and shore experiences. This event provided an important platform to showcase investment opportunities and support future cruise deployment across the state. Queensland also hosted Cruise360 Australasia in Brisbane in August 2025, supporting continued engagement with the cruise trade and product development stakeholders.

A significant focus during the year was the development of Queensland's Cruise Opportunity Plan, a long-term framework designed to support the sustainable growth and coordination of cruise tourism across the state. Informed by extensive consultation with government and industry stakeholders, the plan seeks to maximise economic opportunities while protecting Queensland's environmental, cultural and community assets. This work aligns with the Queensland Government's Destination 2045 vision and supports preparations for the Brisbane 2032 Olympic and Paralympic Games.

Queensland remains well positioned for future growth, with ongoing investment in infrastructure, destination development and industry partnerships strengthening the state's reputation as a world-class cruise destination and delivering economic and community benefits across the state.



Cairns, Tropical North Queensland

Board of Management 2025–26



Brendan Connell Chair | Port of Brisbane

Term Expires 2027

With an emphasis on building partnerships with stakeholders, Brendan oversees the Port's ambitious and industry-leading Sustainability agenda, along with planning and implementing the Port's Corporate Relations initiatives, its interaction with local and regional communities, and its strategic interaction with customers and Government. Brendan is also the Project Director of the Port's Channel Enhancement Project, declared a Coordinated Project by the State Government in 2024.

Brendan played a leading role in the development of the Brisbane International Cruise Terminal and continues to support its operations and industry relationships. Brendan interacts with key government and industry stakeholders, including cruise lines, to ensure the facility operates efficiently and maximises opportunity for the sector.

Brendan has over 20 years' experience across media, government and communications sectors, has previously served as a Senior Advisor to a Deputy Prime Minister, two Premiers, and a Deputy Premier. Brendan has completed Harvard Business School's Program for Leadership Development and holds a Bachelor of Journalism from QUT.



Kristy Little Deputy Chair | TasPorts

Term Expires 2026

Kristy has over 15 years' experience in marketing and business development roles within the tourism sector. This includes her current role as Senior Commercial Manager Customer Engagement and Cruise for TasPorts, where she has found her professional passion for the cruise industry during her twelve-year tenure.

Since joining TasPorts, Kristy has overseen the strategic development of the cruise portfolio for Tasmania's key cruise ports and has managed the segment through a period of monumental growth for the state.

Kristy has played a key role in guiding the development of TasPorts' port infrastructure and services in line with the evolving needs of cruise operators, whilst providing oversight on strategic and operational planning for cruise ship visits. A critical element of Kristy's current role is creating and maintaining valuable and constructive relationships with industry and stakeholders, as well as developing business growth opportunities for the cruise segment within Tasmania.

Kristy's unique experience gives her a diverse and balanced understanding of the cruise segment, from both the port operations and infrastructure standpoint, as well as from the tourism perspective.



Martin Bidgood Treasurer | Port Authority of New South Wales

Term Expires 2026

Martin is a seasoned cruise and maritime operations leader, currently serving as General Manager, Cruise at the Port Authority of New South Wales. He brings over 15 years of international experience managing high-performance destination management teams and delivering shore-side services to the global cruise industry.

Martin, originally from London, earned a degree in International Hospitality Management from Bournemouth University. He began his career in the UK cruise support sector, leading Aragon Tours before the company was acquired by Intercruises in 2009. He then served as Regional Director for Intercruises UK & Ireland, before relocating to Sydney in 2011 to helm the company's operations across Australia.

With his move to Port Authority of NSW, Martin has continued to influence local cruise activity, championing new stakeholder engagement frameworks like the Port of Eden Stakeholder Group and emphasising the economic benefits of cruise tourism for regional communities.



Andrew McKinnon South Australian Tourism Commission

Term Expires 2027

Andrew McKinnon is Director, Cruise Development and Tourism Infrastructure at the South Australian Tourism Commission, where he leads cruise development and strategic tourism infrastructure initiatives that support the growth of South Australia's visitor economy.

With more than a decade of tourism experience, Andrew has held senior leadership roles spanning cruise, aviation, access, destination development and tourism infrastructure. He has played a leading role in developing South Australia's cruise sector, working with cruise lines, ports, government agencies, regional tourism organisations and industry operators to strengthen destination readiness, enhance visitor experiences and deliver sustainable economic outcomes.

Andrew brings strong commercial acumen and broad experience in strategic planning, business development, sales, marketing, communications, financial management and people leadership. He is recognised for building trusted relationships across government and industry and translating strategy into practical outcomes.

As an Australian Cruise Association Board member, Andrew contributes a government and destination perspective, with a strong focus on sustainable cruise growth, regional dispersal, infrastructure development and industry collaboration.



Mladen Vukic APT Travel Group

Term Expires 2027

Mladen Vukic is Chief Operating Officer of APT Travel Group, with more than 20 years of experience across the travel, cruise and touring sectors. As COO, he is responsible for the company's global operations, product strategy, guest experience, commercial performance and the integration of new business ventures across APT's cruise and touring portfolio.

Having held senior leadership roles spanning reservations, sales, product development and operations, Mladen has played a key role in the growth of APT's river, coastal, expedition and touring businesses. His expertise encompasses product innovation, operational excellence, asset development, strategic partnerships and guest experience enhancement across Australia and international markets.

Mladen is also a Director of Australian Paddlesteamers following its acquisition by APT Travel Group and has been instrumental in expanding the company's investment in Australian cruise and tourism infrastructure. He brings extensive industry knowledge and a strong focus on sustainable growth, helping ensure Australia's cruise and tourism sector remains competitive and world-class.



Joanne Brown Intercruises Shoreside and Port Services

Term Expires 2027

Joanne joined Intercruises Port and Shoreside Services in May 2022 and is currently the Commercial Development Manager for Australia. Based in regional Western Australia, she works closely with the Sydney team and several cruise line partners to support itinerary planning, destination development, and supplier engagement across the country.

Intercruises is a global company that delivers port agency, turnaround and shore excursion services in cruise destinations around the world. In Australia, the company operates in every cruise port - from major marquee destinations to emerging regional locations - giving Joanne valuable insight into the national cruise landscape and the diverse needs of both cruise lines and destinations.

With over 20 years of experience in tourism, hospitality, and the cruise sector, Joanne brings a strong understanding of how regional destinations operate and how to align their offerings with the needs of cruise lines.

Throughout her career, Joanne has worked closely with State Tourism Organisations, regional tourism bodies, and local operators. She has built strong industry relationships and takes a collaborative, practical approach - helping destinations put their best foot forward while ensuring the guest experience and operational requirements are met.

Joanne is passionate about the cruise industry and is a strong advocate for the role of regional destinations within the wider cruise offering. Her combination of national industry knowledge, lived regional experience, and hands-on understanding of cruise operations means she is well placed to contribute to discussions shaping the future of cruising in Australia.



Shayne Murray Cruise Broome

Term Expires 2026

Self-employed business proprietor who for many years has had a focused interest in the Cruise, Transport and Tourism industries in Western Australia.

Shayne has lived in Broome for the past 15 years and started up the business Broome Transit, a Coach and Bus Company dedicated to transporting crew and passengers between the airport, port and hotels for the cruise and Oil and Gas Industry as well as providing local tour product and programs for the cruise industry.

Other business interest includes Cellfied International, an online program that treats Dyslexia and reading disabilities which is delivered in major countries around the world. Shayne also invested and assisted with the incorporation and development of the new Australian ground handler Shorex Australia Pty Ltd in August 2023.

Community interests in Broome include Chairman Cruise Broome and a seat on the Western Australian Tourism Cruise Committee.

Shayne was also integral in the establishment of Cruise Broome, created to establish relationships with cruise ship companies and agents, charged with the forward planning and development of the cruise ship industry in Broome. In collaboration with Tourism Western Australia, Cruise Broome represents the key business within the Western Australian cruise shipping strategy to open pathways of increasing cruise ship visitation to Broome.



Jill Abel Chief Executive Officer

July 2005 to June 2028

Jill commenced her work in the cruise industry in 1995 when she became a consultant to Hobart Ports (now Tasports) looking after the operational aspects of the cruise ship visits. The position developed to include the Executive Officer role of Cruise Tasmania, marketing the state as a cruise ship destination. Jill worked in this role for ten years until 2005.

In February of 2005 Jill was appointed General Manager of Australian Cruise Association, the peak industry marketing body and in 2015 appointed as Chief Executive Officer. Australian Cruise Association is responsible for the marketing of Australia and the Pacific to the cruise ship industry.

Jill manages the marketing initiatives of the member-based organisation that includes international sales missions, attendance at international cruise events, website development, membership development and representation, brochure production and media.

Jill is responsible for the management of the Economic Impact Study, presented annually, identifying the benefits of the Australian Cruise Ship Industry. Jill represents Australian Cruise Association on a range of Federal Government working committees working with the whole of industry to address current and future issues and is also the secretary of the organisation.



Gemma Axford Membership and Events Consultant

July 2024 to Present

Gemma is a senior marketing and business development professional with over 15 years of experience successfully leading large-scale marketing strategies and driving revenue growth across tourism, corporate, and government sectors. Gemma has previously held leadership roles with Qantas, Central Coast Council and as General Manager of a leading accessible tourism consultancy.

Gemma supports the Chief Executive Officer to execute the Association's marketing and communications strategies, event activities and membership programs.



Dominic Mehling Tourism Australia - Honorary

Dominic acts as the primary link between domestic tourism products and regions, and Tourism Australia, the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events.

With 20 years of industry experience, Dominic has a background in hotel and resort sales and marketing for brands including 'Hayman Island', 'One&Only Resorts' and 'Atlantis'. He also has experience in front-of-house hotel operations for brands including Langham, Accor and Westin.

Board of Management 2025–26

Board of Management Meetings

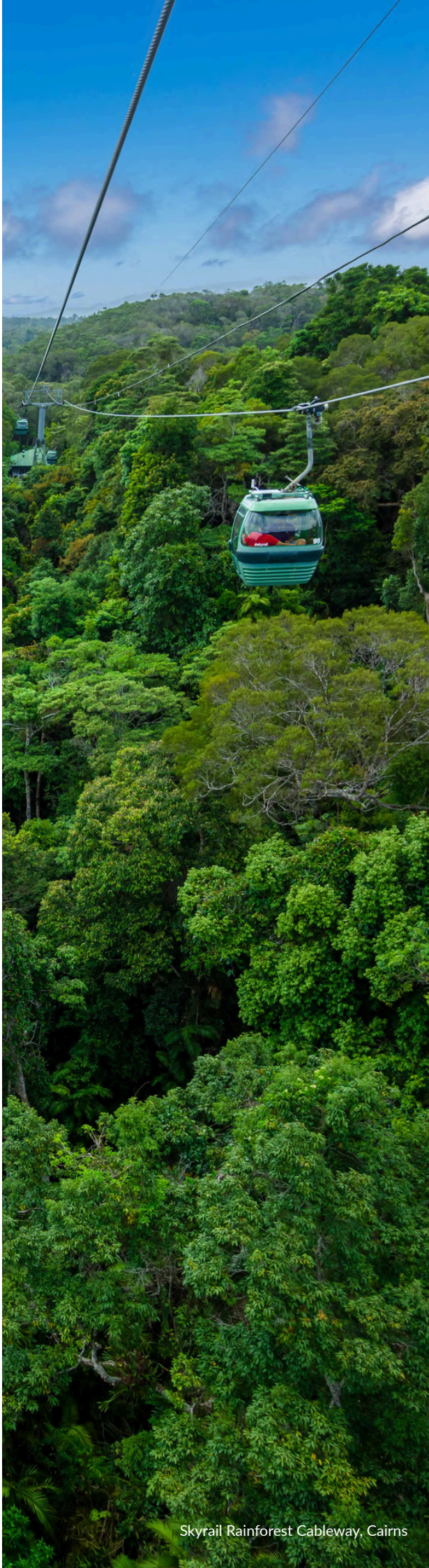
The Board of Management held the following meetings:

180	23 July 2025	Teams
181	5 September 2025	Fremantle
182	17 September 2025	Teams
183	4 December 2025	Sydney
184	19 February 2026	Melbourne
185	8 May 2026	Adelaide

Attendance at Board of Management Meetings

Record of attendance at Board of Management meetings:

Member	Meetings Attended	Meetings Eligible to Attend
Brendan Connell	6	6
Kristy Little	6	6
Martin Bidgood	6	6
Shayne Murray	6	6
Andrew McKinnon	4	6
Joanne Brown	5	5
Mladen Vukic	5	5
Philip Holliday	2	2
James Coughlan	2	2
Karlie Cavanagh	2	2
Jill Abel	6	6
Gemma Axford	6	6
Dominic Mehling	4	6



Skyrail Rainforest Cableway, Cairns

Board of Management 2025–26

Committees and Sub-Committees

Listed below is the allocation of responsibilities for the committees and sub-committees for the 2025–26 year.

Committees

Board of Management

Responsible for:

- Rules of Association
- Financial Delegation
- CEO's contract
- Membership and Events Consultant Contract
- Strategic Planning
- Legal and Property Matters

The Executive - Chairman, Deputy Chair and Treasurer - *Rule 40*

Chief Executive Officer - Jill Abel

- Secretary of the Association
- Seatrade Cruise Global Convention
- Global Sales Missions
- Government Liaison
- Economic Impact Study
- Management Committee meetings
- Media Spokesperson
- Education

Membership and Events Consultant - Gemma Axford

- Conference and AGM
- Communications Program
- Digital Marketing
- Membership Development
- Trade publications including Annual Report, Trade Brochures, Newsletters

Sub Committees - *Rule 39*

Sub Committee 1
Chair Brendan Connell and Deputy Chair Kristy Little
- Leadership
- Governance
- Political Liaison
- Media Representation
- Succession Planning

Sub Committee 2
Shayne Murray and Brendan Connell
- Annual Operating Plan
- Risk Management Plan
- Rules of Association
- 3-Year Strategic Plan

Sub Committee 3
Treasurer Martin Bidgood and Chair Brendan Connell
- Financial Management and Reporting
- Budget
- Insurance

Sub Committee 4
Joanne Brown and Gemma Axford
- Membership and education
- Industry forums

Sub Committee 5
Brendan Connell and Gemma Axford
- Communications strategy
- Implementation of Public Relations plan

Sub Committee 6
Kristy Little, Karlie Cavanagh, Jill Abel, Gemma Axford and Christine Cole
- Annual Conference and AGM

Sub Committee 7
Karlie Cavanagh
- Annual Report

Sub Committee 8
Andrew McKinnon
- State Tourism Organisation co-ordination

Sub Committee 9
Brendan Connell
- State Ports Organisations co-ordination



Sydney Harbour, New South Wales

Strategic Action Plan

A major project during 2025–26 was the development and launch of the Australian Cruise Association's Strategic Action Plan, designed to provide a clear and coordinated framework for strengthening the long-term competitiveness of cruise tourism in Australia. Developed in consultation with members and key industry stakeholders, the Plan responds to an increasingly competitive global deployment environment and recognises the need for Australia to ensure its policy, regulatory, infrastructure and destination settings support future cruise visitation.

Launched in February 2026, the Plan identifies five priority areas for action: policy and regulatory reform; infrastructure capacity; destination development; sustainability and social licence; and workforce and skills. Importantly, it provides a practical framework to guide ACA's advocacy, industry engagement and future initiatives, while supporting greater alignment between industry and government.

The Strategic Action Plan has also reinforced the need for a more coordinated national approach to cruise tourism. A key priority emerging from the Plan is ACA's call for an industry-led National Cruise Tourism Strategy, bringing together ports, destinations, tourism bodies, cruise lines and government to provide clearer direction for the sector. Work commenced during the year to progress the Plan's priorities through dedicated industry sub-committees and engagement with government, establishing a strong platform for implementation in 2026-27.

Key Priority Areas

01	02	03	04	05
Policy and regulatory reform	**Infrastructure capacity**	**Destination development**	**Sustainability and social licence**	**Workforce and skills**



Seatrade Cruise Global

The 41st edition of Seatrade Cruise Global, held in Miami from 13–16 April 2026, once again provided an important international platform for Team Australia. The event attracted more than 12,500 registered attendees, 650 exhibitors and representatives from 85 cruise line brands and more than 125 countries, reinforcing its position as the cruise industry's leading global gathering.

Under the theme 'Beyond the Horizon', discussions reflected both the strength of global cruise demand and the increasingly complex environment in which deployment decisions are being made. More than 37 million passengers cruised globally in 2025, while continued investment in new ships provides significant opportunities for destinations seeking to secure a share of future capacity.

Against this backdrop, ACA maintained a strong and highly visible presence throughout the week, engaging directly with cruise line executives, deployment decision-makers and global industry partners. Team Australia's schedule included strategic meetings covering deployment opportunities, regional developments, infrastructure planning, destination capability and new business opportunities.

A consistent message from these discussions was that Australia remains a highly desirable cruise destination. Our natural and cultural assets, diverse itineraries, strong domestic cruise market and high-quality visitor experiences continue to be recognised internationally. Importantly, the expanding global fleet provides an opportunity for Australia and the broader Oceania region to play a greater role in deployment, particularly during the Northern Hemisphere winter.

However, the conversations also reinforced that strong global cruise growth does not automatically translate into increased deployment for Australia. Competition between regions is intensifying, while geopolitical uncertainty, operating costs, regulatory settings and the growth of markets including Asia are influencing how cruise lines allocate their fleets. Ensuring Australia remains competitive, reliable and easy to operate in will therefore be critical to securing future visitation.

ACA's engagement at Seatrade strongly supported the priorities identified within the Strategic Action Plan, particularly the need for greater national coordination, competitive policy and regulatory settings, appropriate infrastructure, destination development and a clear long-term approach to sustainable cruise growth.



Seatrade Cruise Global

The annual Down Under BBQ, delivered in partnership with the New Zealand Cruise Association, was again a highlight of the week and provided an important opportunity for Australian and New Zealand representatives to engage directly with senior cruise line executives and international partners. The attendance of New Zealand's Tourism and Hospitality Minister, Hon Louise Upston, further demonstrated the value of government and industry collaboration in supporting cruise tourism across the region.

Australia was also represented on the Seatrade conference program, with ACA CEO Jill Abel joining industry leaders from New Zealand and the South Pacific for the session 'Lessons Learnt from Australasia', moderated by Joel Katz of CLIA Australasia. The discussion reinforced a common regional challenge: consumer demand for cruising remains strong, but destinations must continue to strengthen their competitiveness if they are to secure future deployment.

ACA's participation in Seatrade Cruise Global remains an important component of our international engagement. By presenting a coordinated Team Australia presence,
maintaining direct relationships with cruise line decision-makers and working alongside our regional partners, the Special Project ensures Australia remains visible and engaged as global deployment strategies continue to evolve.



27th Annual ACA Conference

The 27th Australian Cruise Association Conference & AGM, presented by Tourism Western Australia, Business Events Perth and City of Fremantle, was held in Fremantle, Western Australia from 3-5 September 2025.

The conference, themed “Anchoring Success Across Every Region”, attracted 167 delegates from Australia, US, Europe, New Zealand and the South Pacific.

Speakers included:

- MICHAEL BRAATHEN, Mystic Cruises (Portugal)
- ROBERT DE BRUIN, Holland America Line (Netherlands)
- DEBBIE HOLBROOK, Princess Cruises (US)
- CHRISTINE MANJENCIC, Norwegian Cruise Line Holdings (US)
- BEN ANGELL, Norwegian Cruise Line Holdings
- ADELA ISSACHAR ARU, Vanuatu Tourism Office
- STEVEN BIVIANO, Select Fresh Providores
- SALLY COPE, Tourism Australia
- DEB CORBETT, Ponant
- JOSH DOLGOY, Royal Caribbean Group
- MIKE DRAKE, Carnival Cruise Line
- JEFF GILLIES, Coral Expeditions
- REBECCA JAMES, Fremantle Ports
- TIM JONES, Celebrity Cruises
- JOEL KATZ, CLIA Australasia
- JACQUI LLOYD, New Zealand Cruise Association
- PETER LITTLE, Carnival Cruise Line
- RENATA LOWE, Tourism Western Australia
- JOHN MCKENNA, Port Authority of New South Wales
- SANDY OLSEN, Carnival Corporation
- ADAM RADWANSKI, Silversea Cruises
- MATTHEW RUTHERFORD, Princess Cruises
- JACK SHERRELL, Two Feet & A Heartbeat
- GAVIN SMITH, Royal Caribbean Group
- DAMIAN TULLY, Mid West Ports Authority
- CHRIS CIRELLO, Kimberley Marine Support Base
- MLADEN VUKIC, APT Travel Group
- TAS WEBBER, Brisbane Economic Development Agency
- LUKE WESTLAKE, Kimberley Ports Authority
- SAMI ZOUAD, Fremantle Ports



Melbourne, Victoria

Cruise Workshops and Familiarisation Programs

ACA continued to strengthen destination readiness and industry capability throughout 2025–26 through its support of cruise workshops, industry events and familiarisation programs across Australia. Working with state and territory tourism organisations, ports and regional destinations, ACA supported opportunities to connect local tourism operators, guides and industry stakeholders with cruise line and shore excursion representatives, helping build a stronger understanding of cruise operations, changing guest expectations and the requirements for developing successful cruise experiences.

ACA continued to support states and territories in the delivery of their own cruise workshops and industry events, providing industry knowledge, speakers and connections to cruise line and shore excursion partners. These programs play an important role in building capability at a local level and ensuring tourism businesses understand how they can participate in and benefit from the cruise sector.

Familiarisation programs also remained an important part of ACA's destination development activity. In addition to dedicated famil programs, ACA continued to leverage the attendance of international cruise line executives and industry leaders participating in the Annual Conference guest speaker program. Where possible, their visits were extended to include familiarisation opportunities beyond the conference host destination, providing additional states and regions with the opportunity to showcase their cruise offering directly to key industry decision-makers.

This approach enables ACA to maximise the value of bringing senior cruise industry representatives to Australia, while broadening the benefits of its national events and international engagement. By providing first-hand exposure to destinations, tourism products and regional experiences, these programs help build industry relationships, identify new opportunities and strengthen awareness of the diversity of Australia's cruise offering.


Darwin, Northern Territory

Economic Impact Assessment

Cruise Lines International Association Australia (CLIA) and the Australian Cruise Association (ACA) jointly released a report on the analysis of the Australian Cruise Industry, the Contribution of Cruise Tourism to the Australian Economy in FY2025–26.

The continued, unified approach to reporting enabled further improvements to be made to the methodology and data collection for the report. The report disaggregates the results down to the port and destination level to meet the needs of members and key stakeholders of both associations.

The Value of Cruise Tourism Economic Impact Assessment for Australia was prepared by AEC Group on behalf of CLIA and the ACA.

The 2025–26 Economic Impact Assessment confirms that cruise tourism remains a significant contributor to Australia's visitor economy, generating $6.68 billion in economic output and supporting around 20,000 full-time equivalent jobs across the country.

While the national economic contribution declined by 8.7% compared with 2024–25, performance varied considerably between states and territories, reflecting changes in cruise ship deployments, passenger visitation, expenditure patterns and updated passenger spending estimates.

- Total economic output was estimated at $6.68 billion, a decrease of 8.7% from $7.32 billion in 2024–25.
- Cruise tourism supported 20,021 full-time equivalent jobs, down 11.9%, while total wages income reached $2.15 billion, a decrease of 8.8%.
- The industry's total value-added contribution was $3.39 billion, down 8.7% from the previous year.
- The Northern Territory recorded growth in economic output (up 14.6%), while New South Wales declined marginally (down 1.6%) and other states experienced larger declines.

The results demonstrate the continued importance of cruise tourism to Australia's economy, supporting businesses, employment and supply chains in metropolitan and regional destinations.

They also highlight the importance of maintaining Australia's competitiveness as a cruise destination, providing certainty for long-term deployment decisions and supporting the infrastructure and regulatory settings needed to sustain future growth.



Table E.1 National economic impacts of cruise tourism

			Change	
Impact	**2025–26**	**2024-25**	**Level**	**%**
Output ($M)				
Direct	$2,813.7	$3,082.5	-$268.8	-8.7%
Indirect & Induced	$3,869.7	$4,237.4	-$367.7	-8.7%
Total	**$6,683.3**	**$7,319.9**	**-$636.5**	-8.7%
Wages Income ($M)				
Direct	$999.7	$1,096.0	-$96.3	-8.8%
Indirect & Induced	$1,148.5	$1,259.0	-$110.5	-8.8%
Total	**$2,148.2**	**$2,355.0**	**-$206.8**	**-8.8%**
Employment (FTEs)				
Direct	9,962	11,291	-1,329	-11.8%
Indirect & Induced	10,059	11,429	-1,370	-12.0%
Total	**20,021**	**22,720**	**-2,699**	**-11.9%**
Value Added ($M)				
Direct	$1,424.4	$1,560.1	-$135.6	-8.7%
Indirect & Induced	$1,962.9	$2,149.9	-$187.0	-8.7%
Total	**$3,387.3**	**$3,710.0**	**-$322.7**	**-8.7%**

Source: AEC



Table E.2 Australian Cruise Tourism Statistics

			Change	
Statistic	**2025–26**	**2024-25**	**Level**	**%**
Australian ports/destinations visited	43	56	-13	-23.2%
Visiting Cruise Ship Characteristics				
Number	69	68	1	1.5%
Pax Capacity	76,122	80,280	-4,158	-5.2%
Crew Capacity	35,671	36,396	-725	-2.0%
Cruise Ship Visits				
Turnaround	764	729	35	4.8%
Transit	672	858	-186	-21.7%
Total	**1,436**	**1,587**	**-151**	**-9.5%**
Cruise Ship Visit Days				
Turnaround	831	772	59	7.6%
Transit	736	928	-192	-20.7%
Total	**1,567**	**1,700**	**-133**	**-7.8%**
Passenger & Crew Visit Days at Port				
Turnaround Passengers	2,504,754	2,747,188	-242,434	**-8.8%**
Transit Passengers	1,076,911	1,392,880	-315,969	**-22.7%**
Total Passenger Visit Days	*3,581,665*	*4,140,068*	*-558,403*	***-13.5%***
Crew	351,695	401,543	-49,848	**-12.4%**
Total	**3,933,360**	**4,541,611**	**-608,251**	**-13.4%**
Direct Expenditure ($M)				
Turnaround Passengers	$1,409.0	$1,519.1	-$110.2	-7.3%
Transit Passengers	$236.7	$304.2	-$67.5	-22.2%
Total Passengers	$1,645.7	$1,823.4	-$177.7	-9.7%
Crew	$50.3	$53.7	-$3.3	-6.2%
Cruise Lines	$1,384.9	$1,499.8	-$114.8	-7.7%
Total	**$3,080.9**	**$3,376.8**	**-$295.9**	**-8.8%**

Source: AEC


Murray River, Victoria

About Australian Cruise Association

Australian Cruise Association (previously Cruise Down Under) is a membership based, non-profit association, dedicated to marketing Australia and the South Pacific region as a destination for cruise ships.

In 1993 a small group of Australian and New Zealand ports and tourism organisations who had previously marketed their destinations separately to cruise companies, came together with the aim of having a single marketing presence at the annual Seatrade Cruise Shipping Convention in Miami, and promote the region under a single banner.

In the early years, the cruise brand 'Cruising Down Under' obtained funding assistance from the Australian Tourist Commission (ATC), with the support of the Office of National Tourism (ONT). ATC also provided the Cruise Down Under Secretariat until 1997.

In November 1997 at Seatrade Pacific, the member ports and tourism organisations agreed to form a not-for-profit incorporated association to enable Cruising Down Under to continue to develop relationships with cruise lines.

In May 1998 the interim executive comprising of Mike Bartlett (Cairns Port Authority) as Chairman, Chris Drinkwater (Hobart Port) as Deputy Chairman and Glenn Stephens (Fremantle Ports) as Treasurer, was elected as the Management Committee.

Cruise Down Under (CDU) was incorporated in Queensland in July 1998 with its own secretariat. Mike Bartlett was engaged to undertake the role of Secretary after retiring from Cairns Port Authority.

In the first 10 years, Cruise Down Under cemented its position as the peak marketing body for cruise tourism in this region. Through the association with CDU, members had access to a professional body which has made significant advances in providing quality information and cruise marketing collateral through its website and participation at the annual Cruise Shipping Miami Convention.

As a maturing association, the Management Committee decided in 2005 that it was obliged to embark on a formal process to appoint an executive officer (front desk position) and as such, called for expressions of interest for a General Manager to deliver the Association's administration and marketing activities. The selection process resulted in Jill Abel from Abel Event Management & Promotion being appointed as Cruise Down Under's General Manager and the registered office of CDU was relocated from Queensland to Tasmania.


Richmond, Tasmania

About Australian Cruise Association

It was at this time that Mike Bartlett from Cruise Australian Waters bid CDU goodbye as he opted for semi- retirement. Mike will always be remembered for his dedication to cruise shipping and in particular the tireless work he undertook in the formative years of Cruise Down Under and as such was awarded Life Membership in 2007. Richard Doyle took on the role of Chairman, through to 2010.

Evda Marangos was elected Chairman in May 2010. The succession plan was implemented with the election of Chris White as Chairman at the AGM in August 2010. Evda Marangos' term expired at the end of 2012 and the organisation recognised her tireless efforts over many years, including being integral to the development of sound governance, annual operating plans and the annual report.

Glenn Stephens was recognised at the 2013 Conference when he stood down from the CDU Management Committee. Glenn had been involved with CDU since its inception and held the position of Treasurer for the entirety of his terms. Glenn's commitment to the organisation has been integral to the success of CDU and, as such, he was duly awarded Life Membership.

Following the 2013 election, the new management committee, led by David Brown, identified that the incoming committee did not fulfill the skills set identified for the position of Chairman. Chris White was invited to take on the role of Chairman for one year through to the 2014 election. At the 2014 AGM in Perth, the association appointed Stephen Bradford as Independent Chairman of CDU for a two year period.

Leah Clarke stood down from the committee in 2015 after serving her maximum six year term. Leah was a major contributor to the communications sub-committee and drove the communications strategy and resulting in the engagement of our communications consultants, Barking Owl Communications.

At the 2015 conference in Darwin a proposal was put to the membership during a members' only workshop, to consider changing the name from Cruise Down Under to Australian Cruise Association. The new name was put forward and unanimously supported as a more appropriate descriptor of the entity, with a subsequent rise in recognition and profile of the Association and strength in membership growth. Australian Cruise Association was formally adopted as the new entity name at the 2016 AGM.

The Association celebrated its 20th Anniversary conference in Sydney in 2016 with a superb conference that cemented the strength of the association and its members' commitment to the cruise industry in Australia. The significant event culminated in fireworks and a stunning dinner on the forecourt of the Sydney Opera House. Richard Doyle, Evda Marangos and Judy Wood were appointed life members.



McLaren Vale,
South Australia

About Australian Cruise Association

In 2017 the AGM and conference moved to Mooloolaba and celebrated the impact of cruise on regional Australian destinations. Stephen Bradford stood down as Chairman, after guiding the association through a significant period in the associations history, including the unprecedented signing of an MoU with CLIA, creating a strong and unified approach to continuing growth of the cruise industry. Grant Gilfillan was appointed as Stephen's successor.

Tyler Wood retired after fulfilling his six year term and was replaced by business partner, Jay McKenzie, ensuring an ongoing link with Bob Wood Cruise Group.

Christine Cole from Tourism WA and Scott Lovett from Tourism NT joined the committee following the 2018 AGM in Broome.

At the 2019 AGM in Geelong, we farewelled Thor Elliott who had been the Association's treasurer for the past six years and had completed his full term. Matthew Carley from Port of Brisbane stepped into the role. Jay McKenzie retired and was replaced by Karlie Cavanagh from Inchcape Shipping Supplies and Natalie Godward became the nominated representative for Port Authority of NSW (Port Authority) as Grant Gilfillan became the second independent Chairman.

COVID-19 pandemic hit Australia and the entire world in 2020 and ACA held its first virtual AGM due to the cancellation of the Townsville conference. Whilst the AGM ran smoothly, the face to face contact of ACA members was definitely missed. Grant Gilfillan retired from his position as CEO of Port Authority and as Chairman of ACA. Philip Holliday took over the role of Chair, representing Port Authority and Natalie Godward moved to a sub-committee position. James Coughlan replaced Martin Bidgood representing Intercruises and Anthony Brent from Abercrombie and Kent replaced Karen Davies. Anne McVilly completed her six-year term with ACA and was recognised for her valuable contribution. Kristy Little from Tasports was elected.

Our 2021 AGM was again held virtually, after two attempts to hold the conference in Townsville (September and November). Matthew Carley held the position of Treasurer at ACA from September 2019 until May 2022 and was a major contributor in steadying the ship during the pandemic. Brendan Connell (Port of Brisbane) joined the committee whilst James Coughlan (Intercruises) took on the role of Treasurer.

In September of 2022, we finally managed to hold a very successful conference and AGM in Townsville. The event coincided with the restart of cruise following the pandemic and provided the perfect platform to educate and energise. Shayne Murray (Cruise Broome) joined the committee, replacing Anthony Brent (Akorn) who had provided two years of global shore excursions insights.



Phillip Island, Victoria

About Australian Cruise Association

The post pandemic restart of cruise in Australia was frenetic with record numbers of ships and cruise calls welcomed in 2023-24. The Conference and AGM was held in Wollongong that started conversations around the next phase of growth and infrastructure required to drive the growth. James Coughlan joined under Shorex Australia, Scott Lovett (Tourism NT) did not renominate and Andrew McKinnon (SATC) joined the committee.

The competitive global nature of the cruise sector started to have an impact on our deployments leading into the 2024-25 season. This started the drive for high level conversations on how to ensure that Australia gets the settings right to retain its global market share. The Conference and AGM was held in Adelaide and set some clear strategic agendas. The Board of Management was re-elected and midway through the term, Phil Holliday was elected as an Independent Chair following his departure from PANSW. Martin Bidgood became the representative for PANSW.

The focus on addressing the reduction of deployment of ships to Australia continued to be at the forefront for 2025–26 and the theme ran strongly at the 2025 Conference in Fremantle. It was also at this time that ACA announced the development of a Strategic Action Plan. At the 2025 AGM, Phil Holliday retired as Independent Chair and Brendan Connell from Port of Brisbane was appointed. Kristy Little became the Deputy Chair and Martin Bidgood the Treasurer. Karlie Cavanagh completed her six-year term. James Coughlan did not stand for the Board. Joanne Brown (Intercruises Shoreside and Port Services) and Mladen Vukic (APT Travel Group) were elected.



Port Moresby, Papua New Guinea

Record of past Conference and Annual General Meetings

Year	Destination	Attendees	Date
2025	Fremantle	167	3-5 September
2024	Adelaide	156	4-6 September
2023	Wollongong	136	30 August – 1 September
2022	Townsville	132	7-9 September
2021	Townsville	cancelled	8-10 September
2020	Townsville	cancelled	9-11 September
2019	Geelong	130	4-6 September
2018	Broome	115	12-14 September
2017	Mooloolaba	110	6-8 September
2016	Sydney	135	7-9 September
2015	Darwin	121	2-4 September
2014	Perth	124	3-5 September
2013	Cairns	126	11-13 September
2012	Hobart	128	29-31 August
2011	Newcastle	108	24-26 August
2010	Brisbane	118	25-27 August
2009	Adelaide	95	26-28 August
2008	Melbourne	110	27-29 August
2007	Darwin	85	29-31 August
2006	Cairns	115	23-25 August
2005	Fremantle	49	31 August -2 September

Record of past Conference and Annual General Meetings

Year	Destination	Attendees	Date
2004	Noumea	59 (inc CNZ)	21-22 August
2003	Launceston	42	27-28 August
2002	Adelaide	40	24-25 September
2001	Melbourne	39	28-29 August
2000	Darwin	20	18 August
1999	Sydney	27	18 August
1998	Brisbane	23	30 September
1997	Cairns	28	2-4 November



Santo, Vanuatu

Members' Register

117 members as at 30 June 2026

Name	Representative	Level	Joined
Admirals Associates	Michael Hackman	Bronze	2018
Akorn Destination Management	Paul Bruning	Silver	2002
Art Gallery of New South Wales	Rosalind Pixley	Silver	2023
Auriga Pilots	Sherie Evans	Gold	1999
Austrade	Nicholas Dowie	Honorary	1993
Australian Cruise Group	Rosie Dennis	Bronze	2025
Australian Pacific Touring	Cher Lontok	Bronze	2007
Austronesian Expedition Services	Justin Friend	Silver	2024
Australian Paddlesteamers	**Craig Burgess**	**Bronze**	**2026**
BDO	**Scott Lovett**	**Bronze**	**2025**
Bermello Ajamil & Partners	Luis Ajamil	Bronze	2025
Big Bus Tours Sydney	Adam Akam	Bronze	2017
Bob Wood Cruise Group	Carmen Stevenson	Silver	1998
Bonorong Wildlife Sanctuary	Matt Clement	Silver	2025
Brighton Coach and Tours	Janene Rees	Silver	2025
Brisbane Economic Development Agency	Callum Wood	Gold	2022
Burnie City Council	Cassie Lions	Silver	1998
Burnt Pine Travel	Bart Murray	Silver	2018
Cairns Adventure Group	Lisa Chambers	Bronze	2024
Cairns Rainforest Estate	**Jeff Cameron-Smith**	**Bronze**	**2026**
Capricorn Enterprise	Mary Carroll	Silver	2023
Chart Management Consultants	Ted Blamey	Bronze	2011
Chris White		Honorary	2017
City of Albany	Matthew Gilfellon	Silver	2019
City of Fremantle	Caitlin Skinner	Silver	2022

Members' Register

117 members as at 30 June 2026

Name	Representative	Level	Joined
City of Greater Geelong	Brendan Sanders	Silver	2001
City of Port Lincoln	Penny Carter	Silver	2023
Coal River Coaches & Love Tasmania Tours	**Robert Byrne**	**Bronze**	**2026**
Coral Expeditions	**Jeff Gillies**	**Silver**	**2025**
Crown Currency Exchange	Emily Palermo	Bronze	2020
Cruise Broome	Shayne Murray	Silver	2016
Cruise Eden	Debbie Meers	Silver	2001
Cruise Insurance Quotes	Mike Adams	Bronze	2025
Cruise Transit	**Shayne Murray**	**Bronze**	**2026**
Curringa Farm	Tim Parsons	Silver	2018
Darwin Port	Peter Dummett	Platinum	1995
Dave's Travel Group	Greg Peek	Silver	2024
Destination NSW	Stephen Mahoney	Platinum	1995
Destination Phillip Island	Kim Storey	Silver	2019
Destination Southern Tasmania	Alex Heroys	Bronze	2018
Destination Wollongong	Tracey Pascoe	Bronze	2016
Evda Marangos		Honorary	2016
Experience Co	Monika Baum	Bronze	2021
Flinders Ports	Carl Kavina	Platinum	2009
Fremantle Ports	Thor Elliott	Platinum	1995
Gladstone Area Promotion and Development	Dee Dalton	Bronze	2015
Gladstone Ports Corporation	Andrew Davis	Silver	2017
Glenelg Shire Council	Joshua Pierce	Silver	2010
Glenn Stephens		Honorary Memoriam	

Members' Register

117 members as at 30 June 2026

Name	Representative	Level	Joined
Journey Beyond Rail / Cruise Whitsundays	Alicia Triggs	Silver	2011
Hilton Sydney	**Arief Pratama**	**Silver**	**2026**
Hobart City Council	Robert Matson	Silver	2009
Hughes Chauffeur Service	Kent Joseph	Silver	2024
ID New Zealand	Deborah Summers	Silver	2014
Inchcape Shipping Services	Karlie Cavanagh	Silver	2016
Intercruises Shoreside and Port Services	Joanne Brown	Silver	2011
Judy Wood		Honorary	2016
Kangaroo Island Tourism Alliance	Megan Harvie	Gold	2023
Kimberley Coastal Pilots	Capt. Craig Brent-White	Silver	2017
Kimberley Marine Support Base	Jean-Pierre Veder	Silver	2024
Kimberley Ports Authority	Luke Westlake	Gold	2018
Kuranda Scenic Railway	Ivana Andacic-Tong	Bronze	2008
Mackay Isaac Tourism	Jeff Stewart-Harris	Gold	2025
Mid West Ports	Laura Reibel	Silver	2007
Mike Bartlett		Honorary	2007
Papua New Guinea Tourism	Mary Kanawi	Gold	2005
Pearl Expeditions	**Mick Fogg**	**Silver**	**2025**
Port Arthur Historic Site	Will Flamsteed	Gold	2007
Port Authority of NSW	John McKenna	Platinum	1993
Port Authority of NSW Eden and Newcastle	Martin Bidgood	Silver	2023
Port of Brisbane	Brendan Connell	Platinum	2017
Port of Portland	Greg Burgoyne	Silver	2007
Port of Townsville Ltd.	Monica Johns	Gold	2002

Members' Register

117 members as at 30 June 2026

Name	Representative	Level	Joined
Ports Australia	Michael Gallacher	Honorary	2005
Ports North	Leanne Jeffries	Platinum	1993
Ports Victoria	Glen Colaco	Platinum	1998
PrimePort Timaru Limited	**Andrew Pye**	**Gold**	**2026**
Queen Victoria Market	**Bill Kos**	**Gold**	**2026**
Richard Doyle		Honorary	2016
Royal Botanic Gardens	Lisa McKenzie	Bronze	2008
SeaLink Marine & Tourism	Anthea Somerville	Gold	2012
Select Fresh Providores	Steven Biviano	Gold	2024
Shorex Australia	James Coughlan	Silver	2023
Shute Harbour Marine Terminal	Brooklyn Clarke	Platinum	2022
Skyrail Rainforest Cableway	Nerida Meakin	Bronze	2011
Smarte Carte Australia	Brett Landers	Silver	2023
South Australian Tourism Commission	Andrew McKinnon	Platinum	1998
Southern Ports	Jo Mills	Gold	2021
Spectacular Jumping Crocodile Cruises	Wes Field	Silver	2023
Svitzer Australasia	Veronica Jensen	Silver	2018
Sydney Harbour Marriott	Bronwyn Rossiter-Pocklington	Silver	2024
Sydney Opera House	Raphaella Drachsler	Bronze	2015
Taronga Zoo	Monika Townsend	Silver	2019
Tasports - Burnie/Devonport/Launceston	Kristy Little	Silver	1993
Tasports - Hobart	Kristy Little	Platinum	1993
Teki Group	Sisilia Howard	Gold	2025
The CaPTA Group	Ben Woodward	Silver	2024
Thor Elliott		Honorary	2025

Members' Register

117 members as at 30 June 2026

Name	Representative	Level	Joined
Tourism and Events Queensland	Therese Phillips	Platinum	1993
Tourism Australia	Dominic Mehling	Platinum	2016
Tourism and Events NT	Christine Cleary	Platinum	1998
Tourism Tasmania	Steve Farquer	Platinum	1998
Tourism Top End	Samantha Bennett	PIK	2023
Tourism Tropical North Queensland	Tara Bennett	Gold	2023
Tourism Western Australia	Renata Lowe	Platinum	2017
Townsville Enterprise	Lisa Woolfe	Gold	2005
Transam Argosy Pty Ltd	Aaron Graham	Silver	2019
Trevena Glen Farm	**Lindsay Rooke**	**Bronze**	**2026**
Vanuatu Department of Tourism	**Brenda Andre**	**Gold**	**2025**
Vanuatu Tourism Office	Adela Issacher Aru	Gold	2024
Viking Cruises	Jane Moggridge	Silver	2020
Visit Northern Tasmania	Tracey Mallett	Bronze	1998
Visit Victoria	Chris White	Platinum	2015
Voyages Tourism Australia	Narelle Ross	Bronze	2025
Wharf One Food and Wine	Pina Sommerville	Silver	2025
Whitsunday Ferries	Gary Kilby	Silver	2024
Wilhelmsen Ship Services	Andreas Kaeach	Silver	2020
Wynyard Bus Lines	Jordyn Sherman	Bronze	2026

Note: New members in bold.

Note: Members listed prior to 1998 were organisations operating as a cruise committee. This committee was affiliated with the Cruising Down Under brand as administered at the time by the Australian Tourist Commission.

Acknowledgements

The Australian Cruise Association acknowledges the following organisations for their in-kind support, including making available resources and facilities which enabled the Board of Management to conduct its regular meetings during 2025–26.

APT Travel Group

Cruise Broome

Intercruises Shoreside and Port Services

Port Authority of NSW

Port of Brisbane

South Australian Tourism Commission

TasPorts

Tourism Australia



Sydney Harbour, New South Wales

Annual Financial Report

for the year ended 30 June 2026

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Compilation Report

Australian Cruise Association
For the year ended 30 June 2026

Compilation report to Australian Cruise Association

On the basis of information provided by the client we have compiled in accordance with APES 315 'Compilation of Financial Information' the special purpose financial statements for Australian Cruise Association for the year ended 30 June 2026.

The specific purpose for which the special purpose financial statements have been prepared is set out in Note 1. The extent to which Accounting Standards and other mandatory professional reporting requirements have or have not been adopted in the preparation of the special purpose financial report is set out in Note 1.

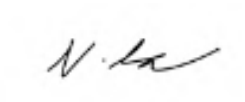
The Responsibility of the Directors

The Committee is solely responsible for the information contained in the special purpose financial statements and has determined that the accounting policies used are consistent with the financial reporting requirements of the company and are appropriate to meet the needs of the Board of Directors.

Our Responsibility

Our procedures use accounting expertise to collect, classify and summarise the financial information, which the Board of Management provided, into a financial report. Our procedures do not include verification or validation procedures. No audit or review has been performed and accordingly no assurance is expressed.

To the extent permitted by law, we do not accept liability for any loss or damage which any person other than the company may suffer arising from any negligence on our part.



Rands Advisory Group Pty Ltd
Chartered Accountants

Dated: 18 August 2026

Income Statement

Australian Cruise Association For the year ended 30 June 2026	Notes	2026 $	2025 $
Income			
Conference income		324,591	257,669
Grants received		167,410	70,000
Interest received		35,307	27,702
Total Income		**597,308**	**355,371**
Other Income			
Membership fees		454,918	431,658
Other income		52,311	79,405
Total Other Income		**507,229**	**511,063**
Total Income		**1,104,537**	**866,434**
Expenses			
Accounting and audit		9,475	8,630
Administration		107,383	98,894
Annual reports		-	2,580
Bank charges		974	1,095
Conference expenses		206,658	192,009
EMDG and EIS consultancy		41,960	-
Events and venue hire		10,555	17,478
Insurance		3,823	3,835
Marketing		285,065	308,379
Other expenses		2,306	10,718
Printing and stationery		2,900	2,129
Prior period adjustment		8,336	-
Research grants		74,920	-
Sub contractors		62,859	88,371
Subscription		1,365	1,441
Telephone		3,209	2,921
Travelling expenses		32,580	42,736
Superannuation expenses		30,000	25,258
Total Expenses		**884,368**	**806,475**
(Deficit/Surplus) from ordinary activities		**220,169**	**59,958**

Statement of Financial Position

Australian Cruise Association As at 30 June 2026	Notes	30 June 2026 $	30 June 2025 $
Assets			
Current Assets			
Cash and Cash Equivalents	2	1,112,319	775,834
Trade and Other Receivables	3	332,236	614,707
Total Current Assets		1,444,555	1,390,541
Total Assets		1,444,555	1,390,541
Liabilities			
Current Liabilities			
Trade and Other Payables	5	698,786	846,085
GST Payable	6	46,523	65,378
Total Current Liabilities		745,309	911,462
Total Liabilities		745,309	911,462
Net Assets		699,246	479,079
Equity			
Retained Surpluses		699,246	479,079
Total Equity		699,246	479,079

Notes to the Financial Statements

Australian Cruise Association for the year ended 30 June 2026

1 . Statement of Significant Accounting Policies

(a)Basis ofAccounting

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act (TAS) 1964 and to report to the management and to providers of funding generally, as appropriate.

The management committee has determined that Australian Cruise Association is not a reporting entity as defined in Statement of Accounting Concepts 1: Definition of the Reporting entity, and therefore there is no requirement to apply accounting standards and other mandatory professional reporting requirements in preparation and presentation of these statements and none have been intentionally adopted.

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuation on non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(b) Cash and Cash Equivalents

Operating transactions and the financial statements are all cash based. Investment activities are confined to term deposits with the Association's Bankers.

Because the source of these transactions is limited to cash a Statement of Cash Flows is not included in these Financial Statements.

(c) Trade and Other Receivables

Trade receivables are recognised and carried at original invoice amounts less any provision for doubtful debts. A provision for doubtful debts is recognised when collection of the full amount is no longer possible. Bad debts are written off as incurred.

(d) Trade and Other Payables

Liabilities for trade creditors and other amounts are carried at cost which is the fair value of the consideration to be paid in the future of goods and services received whether or not billed to the Association .

(e) GST

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office.

(f) Income Tax

The Association is exempt from income taxation under section 50- 50 of the *Income Tax Assessment Act 1997*, formerly sub paragraph 23(e) of the *Income Tax Assessment Act 1936*, and therefore no provision has been made for income tax.

Notes to the Financial Statements

Australian Cruise Association For the year ended 30 June 2026	Notes	2026 $	2025 $
2. Cash & Cash Equivalents			
Cash at bank and on hand		819,886	498,648
Bank short term assets - deposits		292,433	277,186
Total Cash & Cash Equivalents		**1,112,319**	**775,834**
3. Trade and Other Receivables			
Trade Receivables		266,141	586,314
Prepayments		66,095	28,393
Total Trade and Other Receivables		**332,236**	**614,707**
4. Property, Plant and Equipment			
Office equipment			
Office equipment at cost		4,402	4,402
Accumulated depreciation of office equipment		(4,402)	(4,402)
Total Office equipment		**-**	**-**
Total Property, Plant and Equipment		**-**	**-**
5. Trade and Other Payables			
Superannuation payable		2,500	2,105
Memberships in Advance		480,625	445,021
Other Amounts Received in Advance		215,661	398,958
Total Trade and Other Payables		**698,786**	**846,085**
6. Current Tax Liabilities			
GST		46,523	42,646
Total Current Tax Liabilities		**46,523**	**42,646**

Depreciation Schedule

Australian Cruise Association
For the year ended 30 June 2026

Name	Purchased	Cost	Cost Limit	Opening Value	Purchases	Disposals	Rate	Depreciation	Closing Accum Dep	Closing Value
Office Equipment										
Toshiba Laptop	14 Nov 2017	1,507	0	0	0	0		0	1,507	0
Printer	04 May 2018	443	0	0	0	0		0	443	0
Laptop	31 Dec 2021	2,452	0	0	0	0		0	2,452	0
Total Office Equipment		4,402	0	0	0	0		0	4,402	0
Total		4,402	0	0	0	0		0	4,402	0

Statement by Board of Management

Australian Cruise Association
For the year ended 30 June 2026

The Board of Management has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies prescribed in Note 1 to the financial statements.

In the opinion of the Board of Management the financial report:

1. Presents a true and fair view of the financial position of Australian Cruise Association as at the end of June 2026 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Australian Cruise Association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board of Management and is signed for and on behalf of the Board of Management by:



Brendan Connell
Chairman



Martin Bidgood
Treasurer

Sign date: 18 August 2026

Auditor's Independence Declaration to the Directors of Australian Cruise Association.

In relation to our audit of the financial report of the Australian Cruise Association for the financial year ended 30 June 2026, to the best of my knowledge and belief, there have been no contraventions of the auditor independence requirements of any applicable code of professional conduct.

Wise Lord & Ferguson

WISE LORD & FERGUSON

NICK CARTER
Partner
Date: 21/08/2025

Independent auditor's report to the members of the Australian Cruise Association

Opinion

We have audited the accompanying special purpose financial report of the Australian Cruise Association (the Association), which comprises the Statement of Financial Position as at 30 June 2026 and the Income Statement for the year then ended, including a summary of significant accounting policies and other explanatory notes, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the Association.

In our opinion the financial report presents fairly, in all material respects, the financial position of the Association as of 30 June 2026 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the requirement of the ***Associations Incorporation Act (Tas) 1964***.

Basis of Accounting

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the ***Auditor's Responsibilities for the Audit of the Financial Report*** section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's ***APES 110 Code of Ethics for Professional Accountants (the Code***) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the ***Associations IncorporationAct(Tas)1964.*** As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Emphasis of matter – Basis of Accounting

We draw attention to Note 1(g) of the financial report, which describes the ongoing effects of the COVID-19 pandemic throughout the world including Australia and the community which the Association operates. Our opinion is not modified in respect of this matter.

Responsibilities of the Committee for the Financial Report
The Committee is responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the financial reporting requirements of the ***Associations Incorporation Act (Tas) 1964*** and the Association's constitution and are appropriate to meet the needs of the members.
In preparing the financial report, the Committee is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibility
Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the Committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of the auditor's report. However, future events or conditions may cause the Association to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Wise Lord & Ferguson

WISE LORD & FERGUSON

NICK CARTER

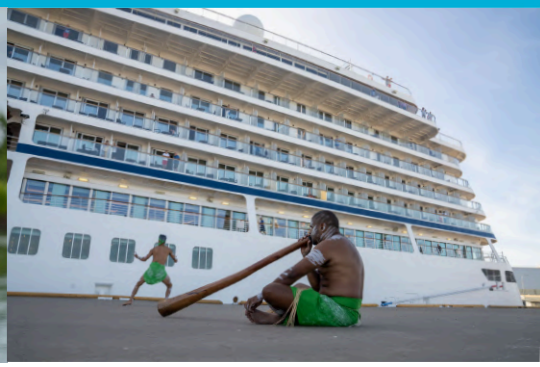
Partner

Date: 18/08/2026

ADELAIDE ALBANY AIRLIE BEACH BRISBANE BROOME BURNIE BUSSELTON CAIRNS DARWIN DEVONPORT EDEN FIJI FREMANTLE HOBART KANGAROO ISLAND MELBOURNE NEWCASTLE NORFOLK ISLAND PAPUA NEW GUINEA PORT ARTHUR PORT DOUGLAS PORT LINCOLN SYDNEY THURSDAY ISLAND TOWNSVILLE VANUATU WHITSUNDAYS PLUS SMALLER DESTINATIONS







AUSTRALIAN CRUISE ASSOCIATION

Marketing ACA cruise destinations and providers of services to the cruise industry.

For further information or advice we invite you to contact:

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australiancruiseassociation.com
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ACA recognises and thanks Tourism Australia and Destination NSW for supplying images.

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